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HIGHLIGHTS OF THE ECONOMY  
OF THE  
COOSA VALLEY AREA

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## FOREWORD

This report is designed to put in perspective the various segments of the economy of the Coosa Valley Area. As in the State as a whole, the northwest sector has undergone rapid change in recent years -- so rapid that it is sometimes difficult to realize the extent to which manufacturing now dominates the area's economy.

The report illustrates also the manner in which the staff of the Industrial Development Division in Atlanta will continue to carry out basic studies of the sort initiated more than six years ago -- studies designed to complement the work of branch office personnel, which for the most part will concentrate on more specific problems of particular interest to one section of the State only.

Questions or comments are invited.

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## INTRODUCTION

So much has been written about the migration of population from the rural counties to the metropolitan areas, that there is a tendency for many people to think of Georgia as an agricultural state, blessed or cursed (according to the point of view) with a few densely settled counties. The industrial development of these urban centers is unquestioned, but the 1960 Census of Population reveals some interesting facts about the work of people living in the more rural areas.

The Census data show that in the majority of counties in the state, even in the less populous areas, manufacturing now provides far more jobs than does agriculture. Specifics, focusing on the 11-county Coosa Valley Area, are presented in the following pages.

## AGRICULTURAL AND MANUFACTURING EMPLOYMENT IN GEORGIA

The map on the facing page was prepared by first listing the total number of people living in each county who worked in agriculture or manufacturing, and then, by simply deducting the smaller from the larger figure, finding out how many more people worked in manufacturing than in agriculture, or vice versa.

Agriculture is still king in 55 Georgia counties, but the king's crown is shaky even there. Not one of the counties has an agricultural margin of employment greater than 1,500. In only 21 counties does agriculture top manufacturing by more than 500 employees.

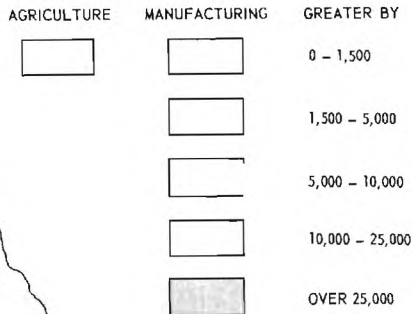
Manufacturing has become the dominant source of employment in 104 Georgia counties, and in 71 of these counties tops agriculture by more than 500 employees. The following table summarizes the agriculture/manufacturing status of the 159 counties in the state.

	<u>Counties with Greater Number of Workers</u>	
	<u>In Agriculture</u>	<u>In Manufacturing</u>
Greater by:		
1- 500	34	33
500- 1,000	14	23
1,000- 1,500	7	10
1,500- 5,000		24
5,000-10,000		8
10,000-25,000		5
Over 25,000	—	<u>1</u>
	55	104

Most of the agriculturally predominant counties are in the southern half of the state, though the coastal area is developing a strong manufacturing base. The northern part of the state is almost entirely oriented to manufacturing.

This present brief report is concerned with a group of 11 counties in the northwest corner of the state -- the Coosa Valley Area. All the counties in this area have been predominantly manufacturing for many years.

(by place of residence)

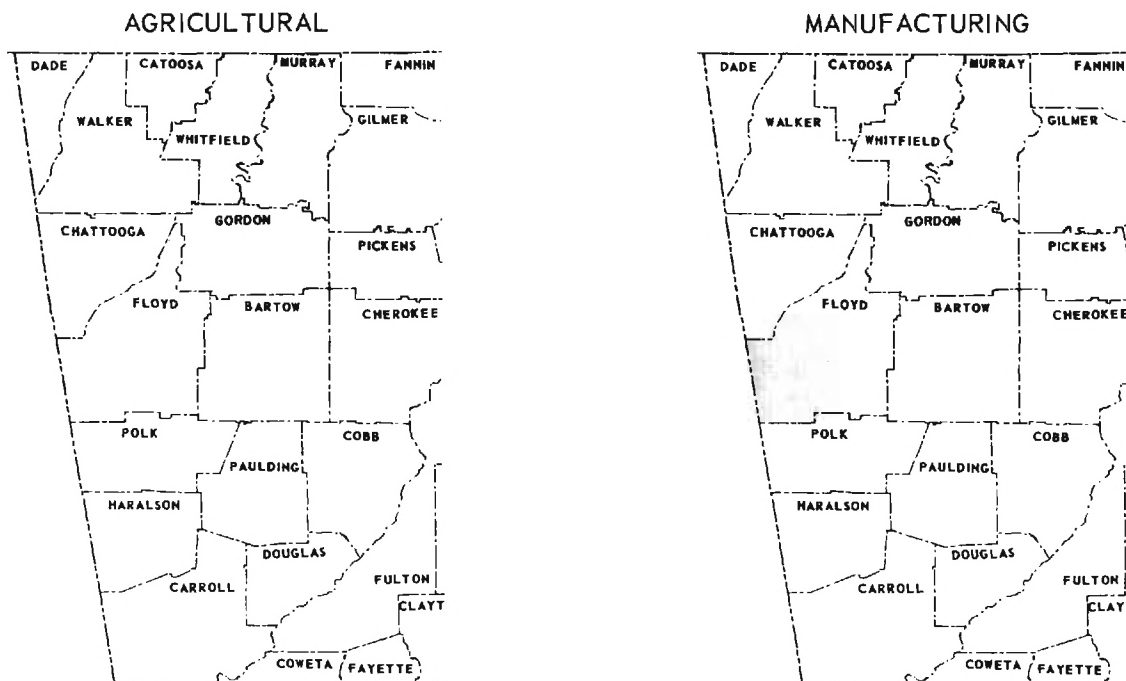


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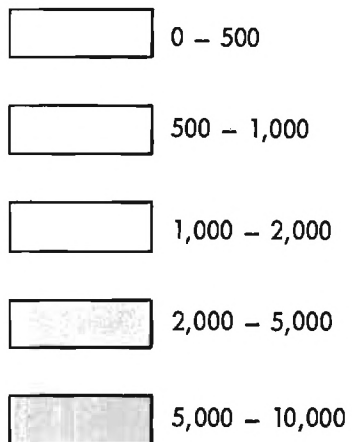
AGRICULTURAL AND MANUFACTURING EMPLOYMENT  
IN THE COOSA VALLEY AREA

Maps 2 and 3 in the combined illustration on the opposite page show the number of agricultural and manufacturing workers resident in each county in 1960 by broad employment ranges. Only two counties -- Bartow and Gordon -- have more than 1,000 agricultural workers, but the 1,000 to 2,000 range is a minimum for manufacturing workers.

# MAP 2 AGRICULTURAL AND MANUFACTURING EMPLOYMENT IN THE COOSA VALLEY AREA, 1960 (by place of residence)



## NUMBER OF EMPLOYEES



SOURCE: U. S. Census of Population



DISTRIBUTION OF TOTAL EMPLOYMENT  
IN THE COOSA VALLEY AREA

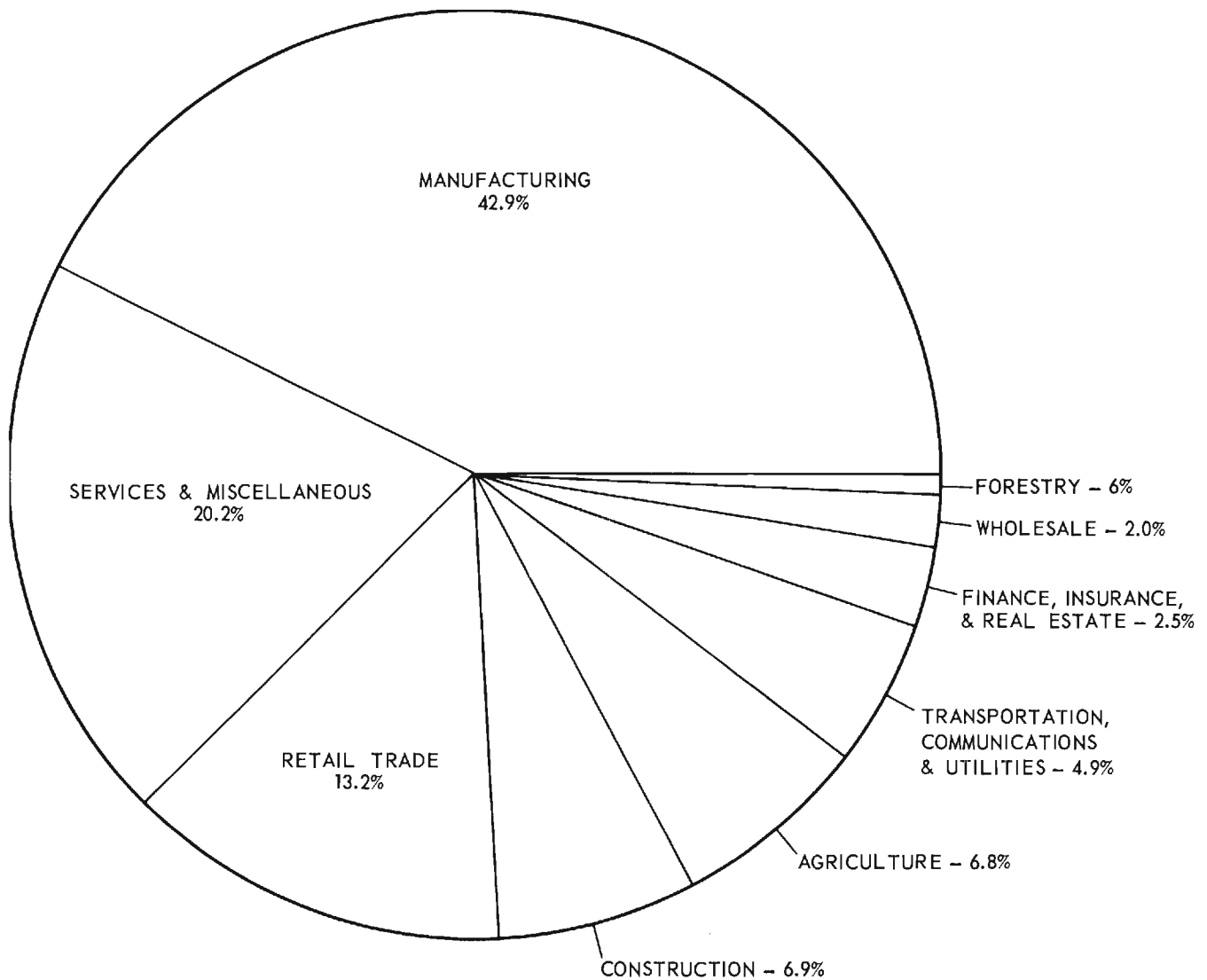
The combined figures for the 11 counties give the following totals:

Employed in agriculture      5,995

Employed in manufacturing   37,933

representing 6.8% and 42.9% of total employment. The percentage distribution of all employment in the area is illustrated in the chart on the opposite page.

CHART 1  
PERCENT DISTRIBUTION OF COOSA VALLEY EMPLOYMENT  
1960



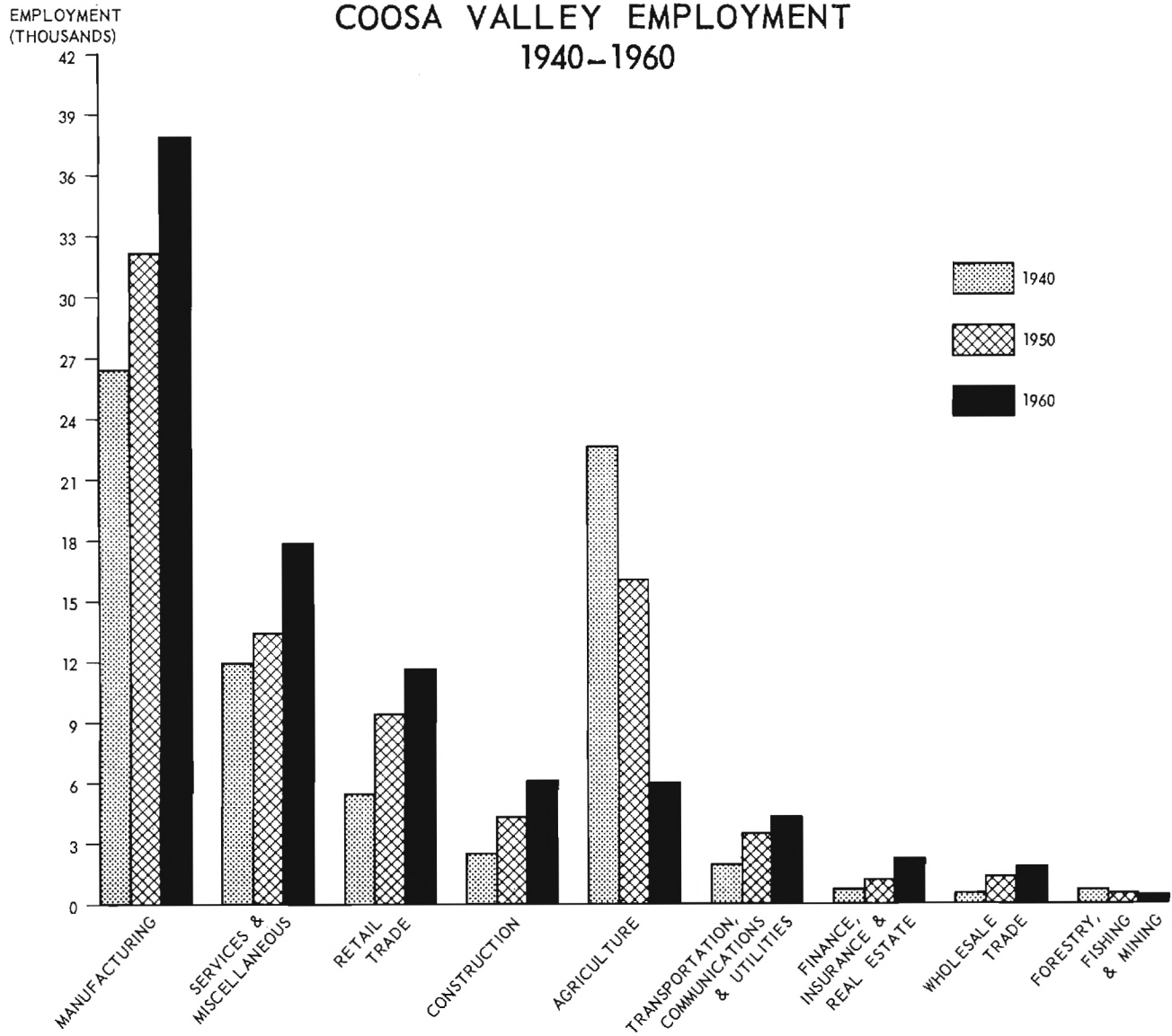
SOURCE: U. S. Census of Population

## EMPLOYMENT TRENDS IN THE COOSA VALLEY AREA

The mechanization of agriculture and the consequent decline in farm jobs has been a long-term development. It was not until 1950 that the Census of Population recorded the State of Georgia as employing a higher proportion of people in manufacturing than in agriculture. In the 11-county Coosa Valley Area, however, this stage was passed much earlier. In 1940, 36.4% of total employment was in manufacturing compared with 21.3% in agriculture.

The changing economic structure of the Valley between 1940 and 1960 is shown in the bar chart opposite where major industrial groups are presented in descending order of 1960 employment.

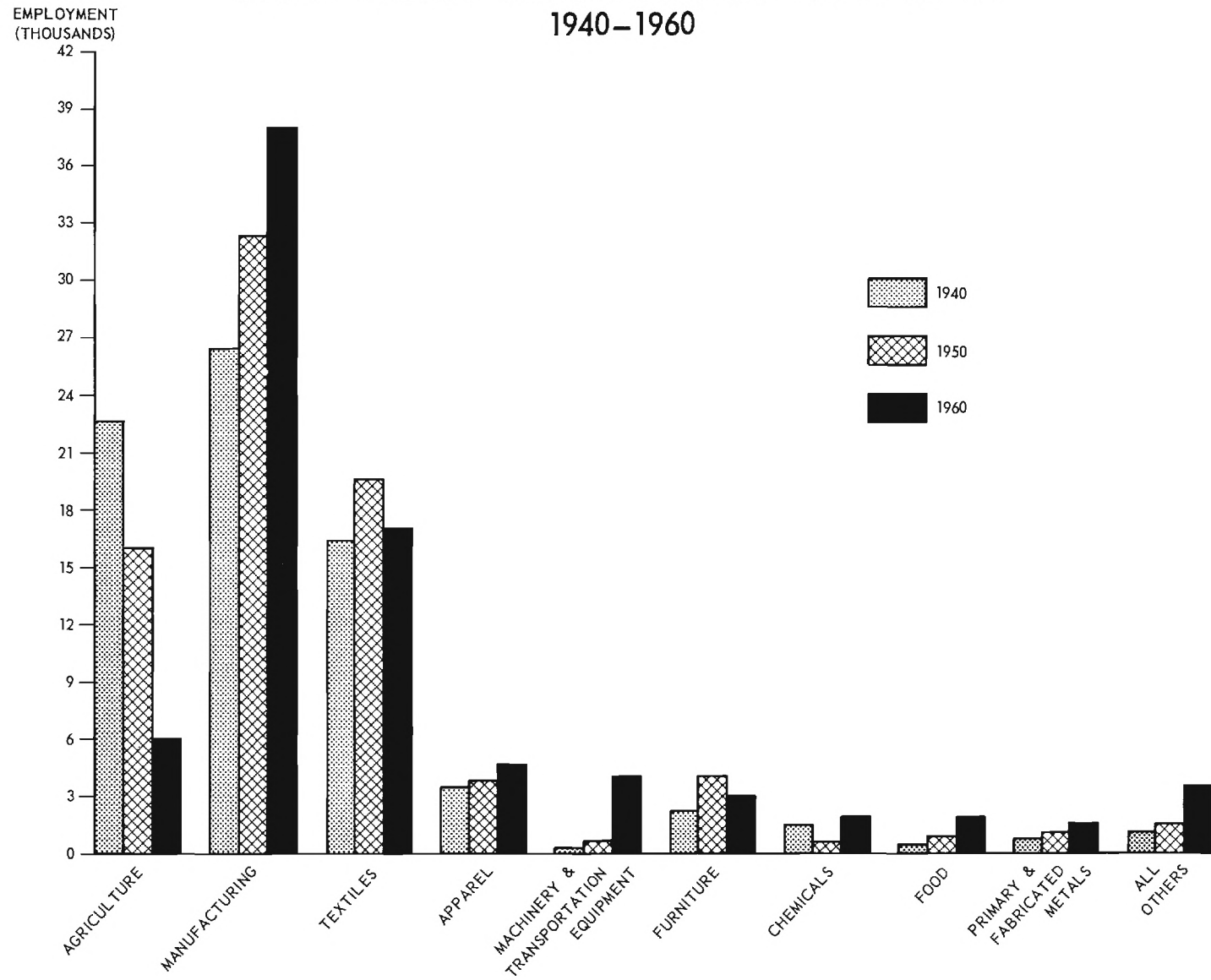
CHART 2  
COOSA VALLEY EMPLOYMENT  
1940-1960



MANUFACTURING EMPLOYMENT TRENDS  
IN THE COOSA VALLEY AREA

This second bar chart for the 1940-1960 period illustrates the distribution of employment within manufacturing, showing also the total manufacturing and, for comparison, again showing the declining agricultural employment.

CHART 3  
COOSA VALLEY MANUFACTURING EMPLOYMENT  
1940-1960



2

## SUMMARY

To sum up -- between 1940 and 1960 the 11-county Coosa Valley Area suffered a reduction of over 16,000 agricultural jobs.

Although total employment in all industries increased during this period, the increase was not sufficient to absorb both the displaced farm workers and the youngsters entering the labor force for the first time.

As a result, thousands of people left the area. In the 10 years between 1950 and 1960 there was a net outmigration of over 21,000 people.

New manufacturing plants stimulate the growth of other sections of the economy -- bringing in or retaining a growing population that requires goods and services of all kinds.

The key to the economic health of this area is the attraction of manufacturing industries -- not just any manufacturing -- but that which holds the greatest likelihood of successful operation according to the resources and potential of the individual counties.